JCWSCS 1 2 MAY 2004

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Date May 12, 2004

To Office of Initial Patent Examination's Filing Receipt Corrections

P.O. Box 1450

Alexandria, VA 22313-1450

Facsimile number 12888-01000002 / (703) 746-9195

From Lawrence K. Kolodney

Re Serial No.: 10/773,682

Our Ref.: 12888-010002

Number of pages including this page

Message Please see attached Request for Corrected Official Filing Receipt

NOTE: This facsimile is intended for the addressee only and may contain privileged or confidential Information. If you have received this facsimile in error, please immediately call us collect at 617 542-5070 to arrange for its return. Thank you.

Attorney's Docket No.: 12888-010002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Joseph Bates et al.

Art Unit

: 2143

Filed

Serial No. : 10/773,682

Examiner: Unknown

Title

: February 6, 2004

: METHOD OF DISPLAYING MESSAGE IN AN INTERACTIVE COMPUTER

PROCESS DURING THE TIMES OF HEIGHTENED USER INTEREST

Commissioner for Patents P.O. Box 1450

Alexandria, VA 22313-1450

REQUEST FOR CORRECTED OFFICIAL FILING RECEIPT

Please correct the Filing Receipt for the above-referenced application to include the application title, METHOD OF DISPLAYING MESSAGE IN AN INTERACTIVE COMPUTER PROCESS DURING THE TIMES OF HEIGHTENED USER INTEREST, as evidenced by the application cover sheet and transmittal letter (copies enclosed).

Please supply a corrected Filing Receipt to the undersigned with respect to this application. A copy of the original Filing Receipt showing the desired changes in red ink is attached for your convenience.

No fee is believed to be due. If, however, there are any charges or credits, please apply them to Deposit Account No. 06-1050, referencing attorney docket number 12888-010002.

Respectfully submitted,

Reg. No. 43,807

Lawrence K. Kolodney

Fish & Richardson P.C. 225 Franklin Street

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20860910.doc

CERTIFICATE OF TRANSMISSION BY FACSIMILE

I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

May 12, 2004

Date of Transmission

Signature

Jennifer Bettencourt

Typed or Printed Name of Person Signing Certificate





UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE United States Potent and Tradomark Office Address Deviate For Patents P.O. Dex 1441 Alcendra, Vapora 22013-1440

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APPL NO.	FILING OR 371 (c) DATE	ART UNIT	FIL FEE RÉC'D	ATTY.DOCKET NO	DRAWINGS	TOT CLMS	IND CLMS
10/773,682 V	02/06/2004 ,	2143	514	12868-010002	3	11	6

26161 FISH & RICHARDSON PC 225 FRANKLIN ST BOSTON, MA 02110

Docketed I Due Date:	By Billing Secretary
Deadline:_	(
Initials:	108

CONFIRMATION NO. 7803
FILING RECEIPT

Docketed By Practice Systems

Action Code:

Base Date: 5

Due Date:

Deadline:

Initial:

Date Mailed: 05/07/2004

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice, When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

Joseph Bates, Newton, MA; A. Bryan Loyall, Cambridge, MA; Paolo M. Piselli, Watertown, MA; Peter W. Weyhrauch, Newton, MA; Stanton E. Wood, Boston, MA;

Assignment For Published Patent Application

Zoesis, Inc., a Delaware corporation;

Domestic Priority data as claimed by applicant

This application is a DIV of 09/955,678 09/19/2001 PAT 6,709,335

Foreign Applications

If Required, Foreign Filing License Granted: 05/07/2004

Projected Publication Date: 08/19/2004

Non-Publication Request: No

Early Publication Request: No

** SMALL ENTITY **

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MAY 1 0 2004

FISH & RICHARDSON, P.C. BOSTON OFFICE

Title

Message insertion system and method. * METHOD OF DISPLAYING MESSAGE IN

AN INTERACTIVE COMPUTER PROCESS DURING THE TIMES OF HEIGHTENED

Preliminary Class USER INTEREST

709

LICENSE FOR FOREIGN FILING UNDER Title 35, United States Code, Section 184 Title 37, Code of Federal Regulations, 5.11 & 5.15

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NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

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February 6, 2004

W.K. Richardson 1859-1951

Attorney Docket No.: 12888-010002

Mail Stop Patent Application Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Presented for filing is a new divisional patent application of:



Applicant: JOSEPH BATES, PAOLO M. PISELLI, PETER W. WEYHRAUCH, A.

ROSTON

DALLAS

DALLAS

DELAWARE NEW YORK

SAN DIEGO

SILICON VALLEY

TWIN CITIES

WASHINGTON. DC

BRYAN LOYALL AND STANTON EVAN WOOD

METHOD OF DISPLAYING MESSAGE IN AN INTERACTIVE

COMPUTER PROCESS DURING THE TIMES OF HEIGHTENED

USER INTEREST

The prior application is assigned of record to Zoesis, Inc., a Delaware corporation, by virtue of an assignment submitted to the Patent and Trademark Office and recorded on September 19, 2001 at 012189/0309.

Enclosed are the following papers, including those required to receive a filing date under 37 CFR §1.53(b):

	<u>Pages</u>
Specification	29
Claims	7
Abstract	1
Declaration	2
Drawing(s)	3

Enclosures:

Title:

- Form PTO-1449, 1 page, listing documents cited in the parent application. Please confirm that this has been considered in this application by returning a copy of the Form PTO-1449 with the examiner's initials.
- Preliminary amendment, 6 pages.
- Postcard.

This application is a divisional (and claims the benefit of priority under 35 USC 120) of U.S. application serial no. 09/955,678, filed September 19, 2001. The disclosure

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FISH & RICHARDSON P.C.

Commissioner for Patents February 6, 2004 Page 2

of the prior application is considered part of (and is incorporated by reference in) the disclosure of this application.

Basic filing fee	•		\$385
Total claims in excess of 20 times \$9		•	\$378
Independent claims in excess of 3 times \$43		:	\$258
Fee for multiple dependent claims			\$0
Total filing fee:	•		\$1021

Under 37 CFR § 1.27 applicants claim small entity status. A check for the filing fee is enclosed. Please apply any other required fees to deposit account 06-1050, referencing the attorney docket number shown above.

If this application is found to be incomplete, or if a telephone conference would otherwise be helpful, please call the undersigned at (617) 542-5070.

Kindly acknowledge receipt of this application by returning the enclosed postcard.

Please direct all correspondence to the following:

26161

PTO Customer Number

Respectfully submitted,

Lawrence K. Kolodney

Reg. No. 43,807

LKK/jub Enclosures 20794012.doc

NO. 4356 P. 5

Attorney's Docket No.: 12888-010002



APPLICATION

FOR

UNITED STATES LETTERS PATENT

TITLE:

METHOD OF DISPLAYING MESSAGE IN AN

INTERACTIVE COMPUTER PROCESS DURING THE

TIMES OF HEIGHTENED USER INTEREST

APPLICANT:

JOSEPH BATES, PAOLO M. PISELLI, PETER W.

WEYHRAUCH, A. BRYAN LOYALL AND STANTON

EVAN WOOD

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